

**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: § Atty. Docket No.: SJSPAT001US
Scott J. Swartz §
Tamera Alwine §
§
Serial No.: 10/002384 § Group No.: 3624
§
Filed: October 26, 2001 § Examiner:
§
For: Method for Marketing Demographic- §
Directed Printed Media §

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

**SUBSTITUTE POWER OF ATTORNEY AND
REVOCATION OF PRIOR POWERS**

As Inventors of the above identified patent application, all powers of attorney previously given are hereby revoked, and the following attorney is hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

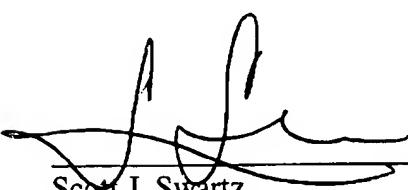
John R. Casperson, Reg. No. 28,198

Send correspondence to:

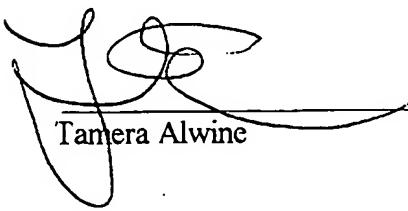
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5-21-03
(date)



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Alexandria, VA 22313-1450**CERTIFICATION OF FACSIMILE TRANSMISSION**

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office, FAX NO: 703-306-4195 on the date shown below.

1. A Power of Attorney with change of correspondence address and revocation of prior powers.

(2 pages including cover)

21 May 2003
(Date)


John R. Casperson Reg. No. 28,198

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